

# Making Carson City Stronger

## Public/Private Partnerships ... a ticket to ride

Using the city's Downtown transformation must reach beyond city-guided beautification efforts. After all, it's what happens inside the buildings, inside the parks and on the streets that really matters.

Toward that end, public and private community leaders are reassessing our assets and development strategies to move together — hand-in-hand — not only to build a strong economic base, but also to recast the role of the Carson City Library.

Experts say reconstruction of the V&T Railroad will attract an average of 400,000 new visitors annually. As the

primary draw for those interested in culture and heritage, it is estimated a typical visitor will spend four days and three nights exploring the area, active on average 12 hours each day. Visitors likely will ride the train once and spend 80 percent of the remainder of their time and budget on other attractions.

With proper alignment of Carson City's primary attractions, including a reborn Carson City Library and Performing Arts Complex; a beautiful downtown; acclaimed dining and entertainment; boutique shopping; and iconic art and culture, new opportunities are at an all-time high. ★



Economic Engine #1: An authentic and complete experience surrounding the soon-to-be-reconstructed V&T Railroad will be greatly enhanced in downtown Carson City, as visitors and locals alike interact with the arts and culture.

# Umbrella Arts and Culture Organization

## Capital City Arts and Culture Coalition

On many levels, Carson City's arts and culture community captures the quietly sophisticated "Carson City experience." As citizens, we recognize that a creative environment is essential to an energetic, engaged community. In order to give strength to such pursuits, we have aligned to create the Capital City Arts and Culture Coalition (CCACC) and strive to strengthen the area's arts and culture groups through funding, visibility initiatives, access to new resources and political voice.

The CCACC provides strong umbrella support and advocacy for arts and culture entities within our community. With this

intent and a vision to secure Carson City as the region's hub for celebrating creative and cultural experiences, the Coalition is ready to move forward. Visit us at [www.carsoncityarts.org](http://www.carsoncityarts.org). ★



# Downtown Carson City

Intersecting culture with commerce



A Special Advertising Feature

## 6 Vital Goals

### of a Carson City Library and Performing Arts Complex

- ★ Integrate and use arts and culture as a resource for economic development
- ★ Develop robust leadership on behalf of cultural development
- ★ Strengthen the mission of Carson City's library
- ★ Promote collaboration between arts and culture organizations and artists, and with the city and other partners
- ★ Preserve and strengthen arts education for Carson City youth
- ★ Promote Carson City arts and culture to residents, visitors and to civic and community leadership as an integral aspect of the city's identity, quality of life, economic vitality and civic health

"A focused partnership of the Carson City Library and the redevelopment efforts for downtown Carson City is a win-win situation. The Carson City Library has tremendous attendance, will provide long-term stability to the downtown area, will complement neighboring retail and cultural destinations, and most importantly, will provide a vital and relevant public library at the center of our community"

— Sara Jones, Director  
Carson City Library

With a vision for tomorrow from the treasures of today,  
BUSINESS OPPORTUNITIES ARE AFOOT IN CARSON CITY, NV.

We're a little City with big art.  
We're a little City with big culture.  
We're a little City with big opportunities.  
We're calling for public/private partners,  
so walk with us. Take advantage of  
sure-footed early opportunity.  
It won't last but a little while.

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Feb. 2007

■ **BusinessWeek.com**  
Ranks Carson City  
#3 in top 10 hot  
real estate markets:  
*Bohemia Today,*  
*High Rent Tomorrow*

Mar. 2007

■ **Women's Wear Daily List**  
Ranks Carson  
City #4 in top 10  
emerging retail Markets:  
*Retail on the Rise*

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THE ARTS ARE AFOOT  
in Carson City

# Downtown Carson City Our cultural cachet

Can Carson City's rich history and culture intersect with commerce? Can it intersect to the extent that the area's cachet of historic buildings, museums, arts entities, galleries and the like could be leveraged as prominent attractions to drive a new Downtown economy? Some say that's like reaching for a star.

Yet, Carson City arts, culture and business communities are exploring the possibility. And make no mistake about it, the group's priorities are clear:

- ★ A star-worthy marriage of art, culture and business must be authentic — reflecting genuine artistic pursuits and true interpretation of Carson City history and culture.
- ★ As such, this must be used to leverage economic renewal and sustainability through the development of a more vital, inclusive, vibrant and livable Downtown Carson City.

Like a sharp trident, consensus seems to point to win-win public/private partnership potential.

## BUT HOW?

One keystone element is the Carson City Library to serve as a trusted information center, especially for visitors, an interactive resource and community business partner. ★

# Carson City Library A trusted place

Working to achieve benefits for individuals, agencies, businesses, visitors and the community-at-large, a reinvented Carson City Library and Performing Arts Complex could become a dynamic, interactive local and visitor point of contact and resource center, with a mission to:

- ★ Support arts and culture programming and initiatives
- ★ Offer early literacy services that contribute to long-term economic success
- ★ Embrace the role as the first point of entry for patrons new to technology
- ★ Provide access to computers, Internet and media products
- ★ Help small businesses contribute to the safety, success and stability of Downtown Carson City

## Reusing the old post office?

In the conceptual rendering to the right, Carson City's old post office has become a new Carson City library as a part of a cultural complex. Although it's only a proposal today, discussions among Nevada's local, state, national and federal officials suggests this is a win-win opportunity for adaptive reuse of an important and valuable property.

Because the building is owned by the federal government, it carries significant Homeland Security standards, which is why so much of the building and parking areas are behind 10-foot fences.

The old building, located in the heart of downtown, would provide an ideal location for a new library. At the same time, the federal government could relieve itself of the high-maintenance property and perhaps relocate to an area not surrounded by so many people. Making the right thing economical, easy and practical is a primary focus of initiating this capital-improvement effort. ★

